

**LOYALTY X LOGISTICS**

**SHIPPING STRATEGIES FOR BRANDS IN**

# **Fashion and accessories**



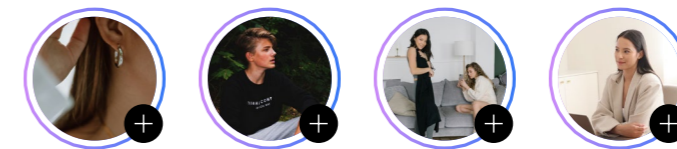
# Introduction

Building customer loyalty in fashion eCommerce is no small feat. With so many options at their fingertips, shoppers have sky-high expectations – and that includes a seamless shipping experience. From checkout to delivery, every stage matters. A single delay or a confusing returns process could turn a happy customer into a lost sale.

The numbers speak for themselves: 48% of shoppers abandon their carts because of unexpected shipping costs and 24% will reconsider an online order if the estimated shipping time is too slow. And it doesn't stop there. Customers now expect real-time tracking updates and notifications, all while avoiding the hassle of lengthy returns. Fashion retailers who nail these details don't just meet expectations; they exceed them, turning one-time shoppers into loyal brand advocates.

An optimised post-purchase experience is your secret weapon. In this guide, we'll uncover the strategies that leading fashion retailers are using to up their shipping game and keep customers coming back again and again. Let's explore how you can make shipping a key part of your loyalty strategy and build lasting connections with every purchase.

## Contents



<b>Chapter 1: Optimising the checkout experience</b>	Page 4
<b>Chapter 2: Streamlining order fulfilment</b>	Page 9
<b>Chapter 3: Simplifying returns for loyalty</b>	Page 12
<b>Chapter 4: Fashion retailer success stories</b>	Page 17
<b>Next steps: Loyalty x logistics checklist</b>	Page 22

## Chapter 1

### Optimising the checkout experience

# Offering flexible shipping options

While speedy deliveries are still a priority, shoppers expect a range of shipping options, including express, on-demand, international shipping, and the choice to pick up in store. A survey by Digital360 found that 60% of shoppers would choose one retailer over another because the delivery options were more convenient. This shows that offering more choice at checkout not only meets customer expectations but also builds trust and fosters loyalty. By giving customers control over how they receive their orders, you'll be able to create a more personalised and satisfying experience.

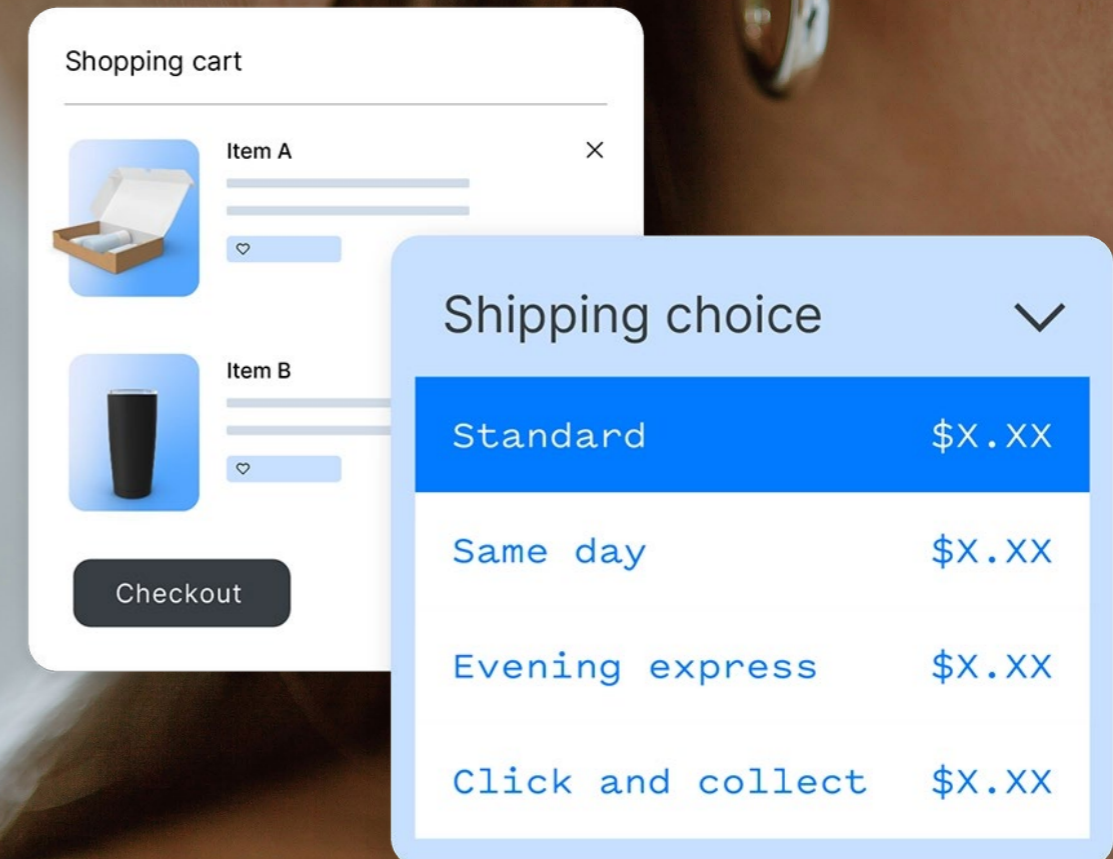
[Learn how →](#)



"It's really about providing that high level of choice, but also backing it up with that certainty to meet their expectations. We find, providing the customer with a 'get-it-by' delivery time goes a long way to increasing metrics like conversion, but also average order value and average basket size, knowing the order will be delivered with convenience."

James Fisher, Co-Founder & Head of Growth

**Rendr**

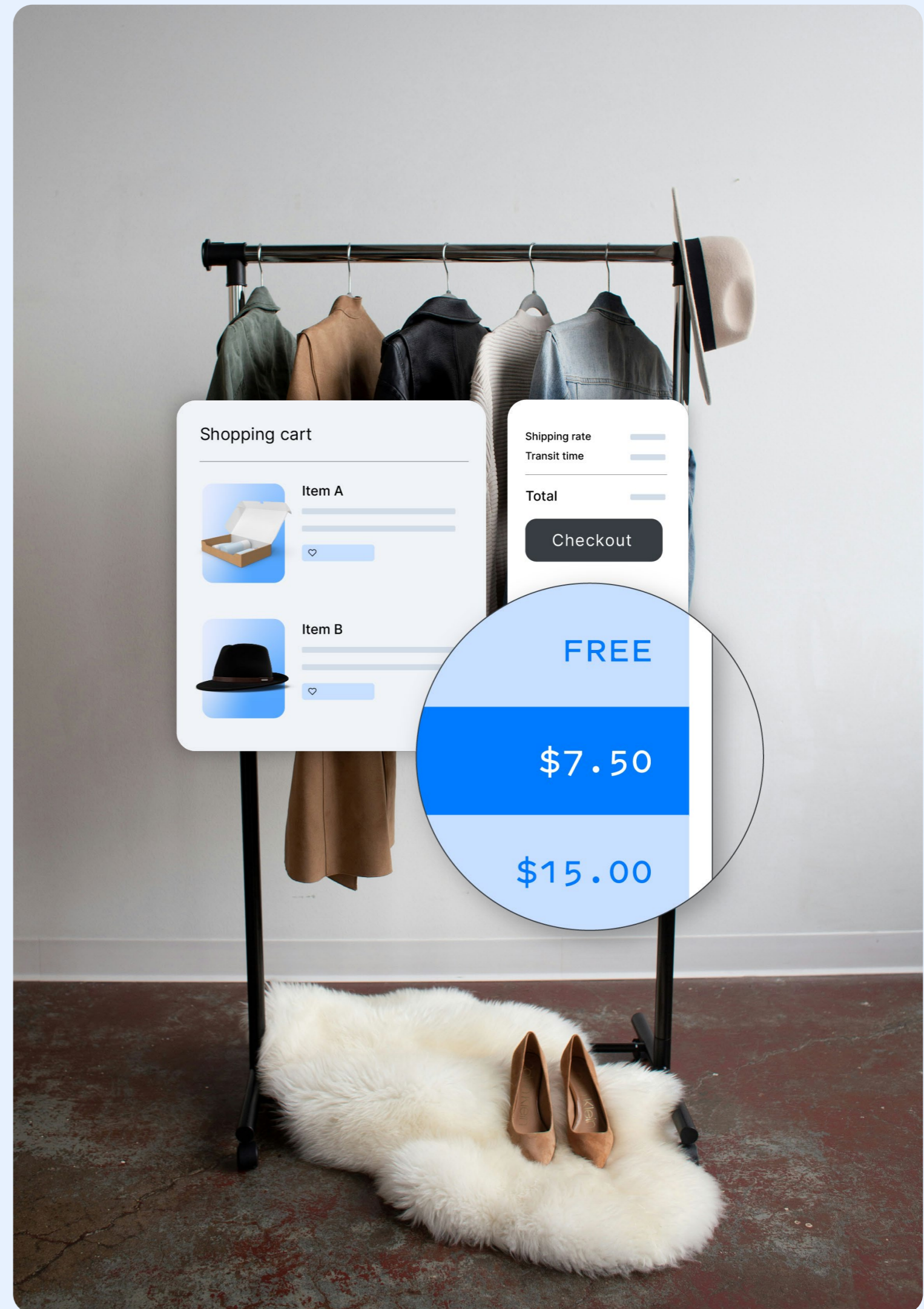


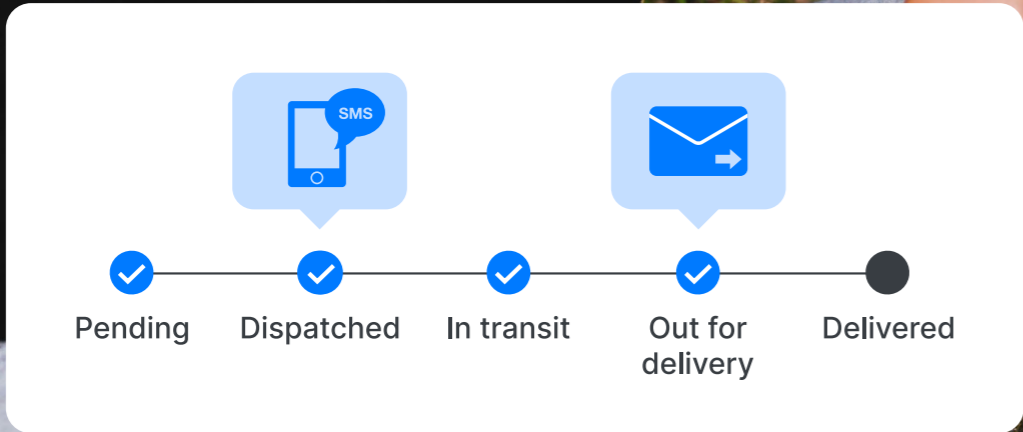
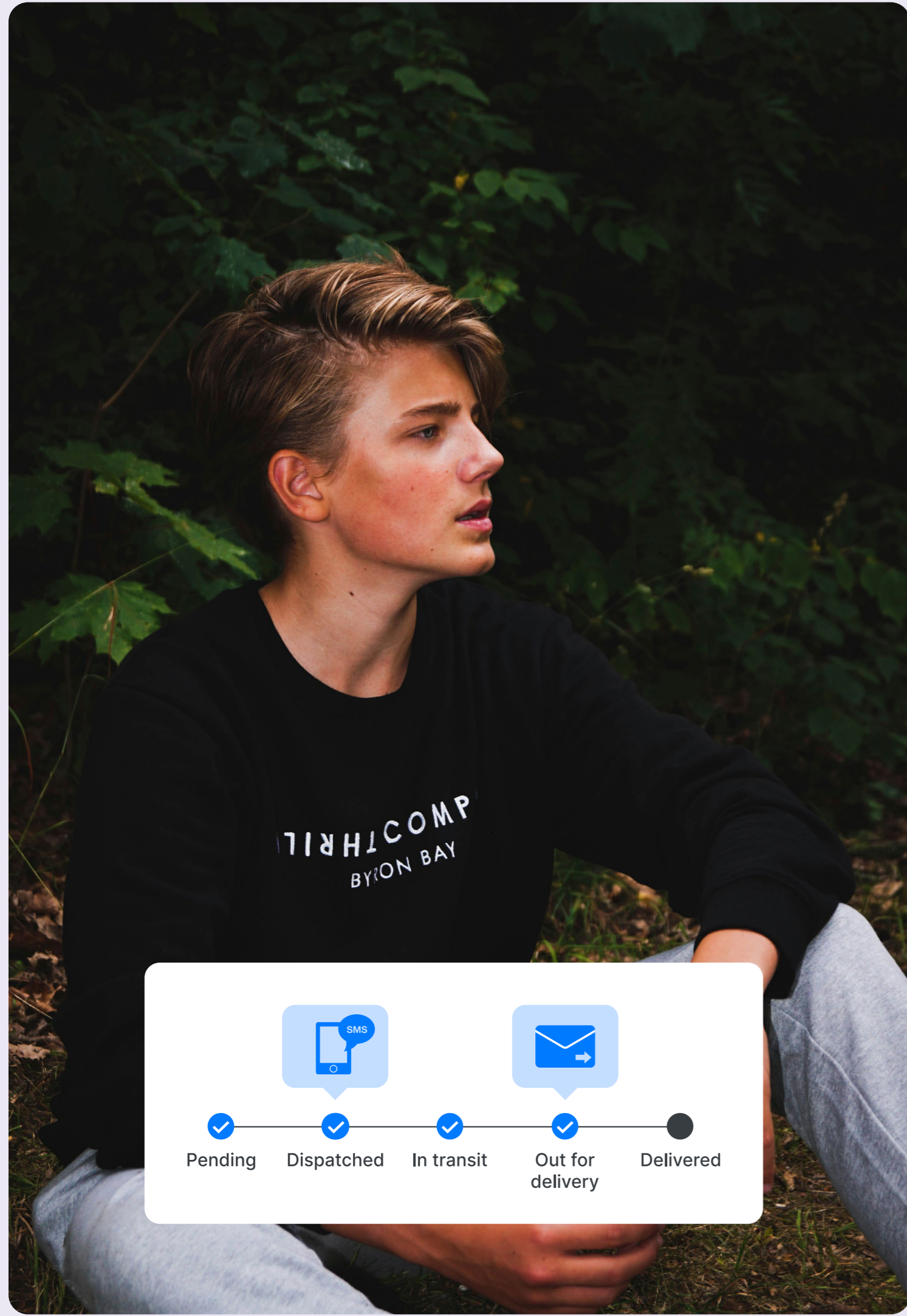
## Optimising the checkout experience

# Enhancing the checkout for speed and convenience

Providing a range of shipping options is just the tip of the iceberg when it comes to optimising your checkout for higher conversion. Go one step further by showing live rates from your couriers at checkout - that way customers can see accurate real-time shipping costs with clear delivery times before they complete their order. Offering free shipping when customers reach a certain dollar value is another great way to increase the average order value. Additionally, if you offer free returns, the checkout is a great place to promote this.

To speed up the checkout process, enable auto-fill for customer details to save time and effort. The key to higher conversion is removing any distractions at checkout that might divert a customer's attention, and ultimately lead to an abandoned cart. To make checkout optimisation easier, there are off the shelf applications that allow you to easily add different checkout components that boost conversion and enhance trust factors for customers. Such thoughtful touches not only create a smooth checkout, but also show your customers that every detail of their experience matters.





## Chapter 2

### Speeding up the fulfilment process

# Preparing the warehouse for peak performance

Speedy delivery starts with a well-prepared warehouse. Automating key tasks like printing labels, packing slips, and fixing invalid addresses, saves valuable time and reduces costly errors. Setting up batch processing for picking and packing during peak times helps your team handle a higher order volume with maximum efficiency. Clear, accessible workflows, such as colour-coded zones for different carriers or priority orders, keeps everything moving smoothly during your pick and pack process. Regular communication with your team ensures everyone is on the same page and ready to adapt to changing priorities. By streamlining these processes, you can turn your warehouse into a hub of fast, reliable deliveries that customers trust.

[Learn how →](#)

## Speeding up the fulfilment process

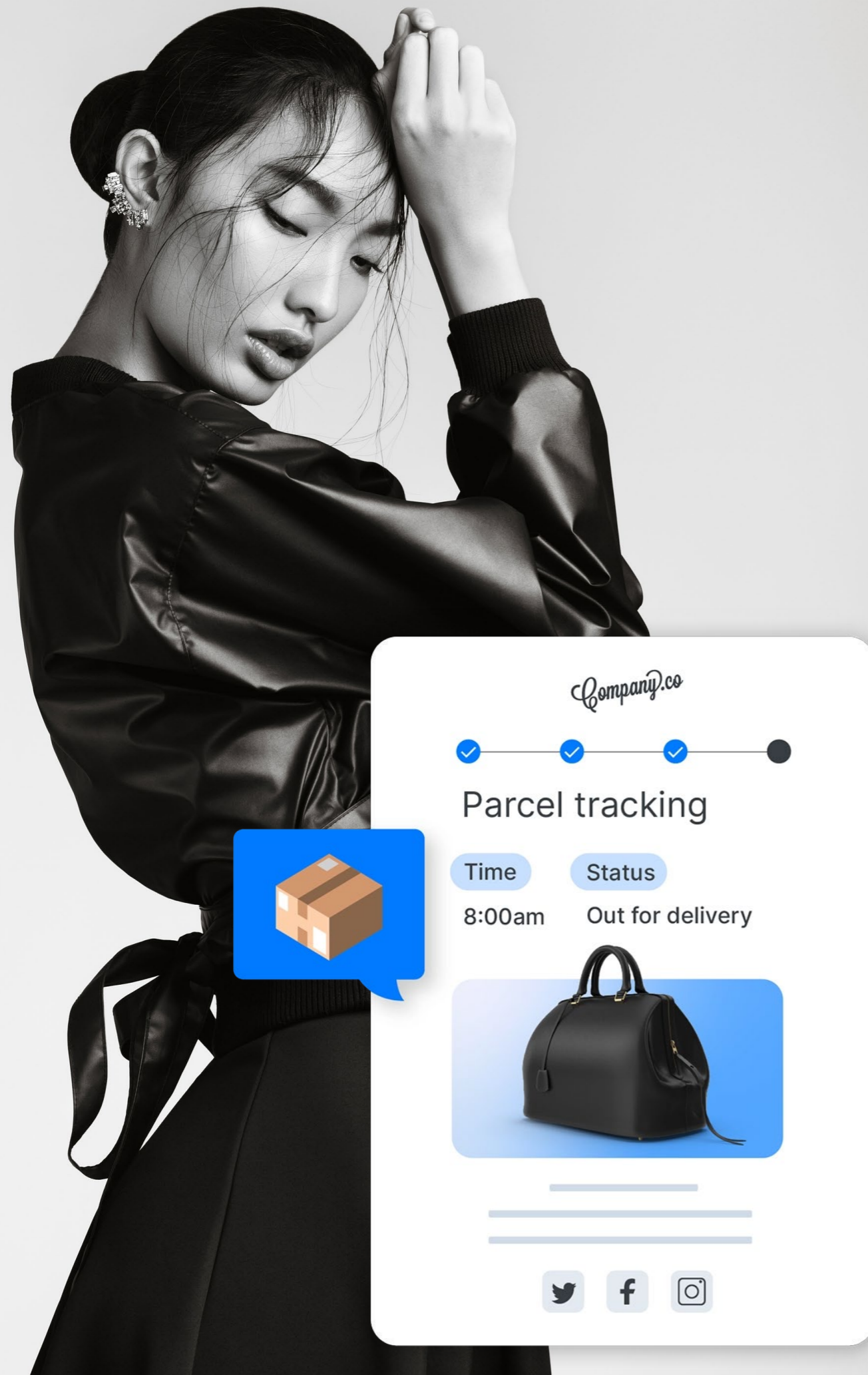
# Engaging customers with timely shipping notifications

When it comes to their orders, customers want to stay informed every step of the way. It's important to send an order confirmation via SMS or email as soon as a purchase is made – this reassures shoppers that their order is being processed and will be heading out the door soon. Timely shipping notifications should follow, detailing when the order has been picked up by the courier and again as it hits key delivery milestones. Sending real-time order updates, especially when there's a delay, shows transparency and builds trust – it also eases the pressure on your customer service teams by reducing “where's my order” queries.

This is an ideal time to maximise post-purchase engagement using branded tracking pages. Use these pages to give customers an easy way to monitor their order. Include features like estimated delivery times, feedback surveys, and even personalised promotional content to keep them engaged through the post-purchase process. Leading retailers also integrate upsells and cross-sells to inspire more sales, making personalised recommendations based on similar products or browsed items. Tip: If you've got a newsletter, don't forget to encourage customers to sign up by offering a discount on their next purchase!

When customers feel informed and valued, their trust in your brand grows, turning them into repeat shoppers.

[Learn how →](#)



## Chapter 3

### Simplifying returns for loyalty

# Building trust with branded returns

Returns are inevitable in fashion eCommerce, but they don't have to be a hassle. A branded returns portal makes the process straightforward for customers, allowing them to generate their own return slips and track the progress of their returns with ease. A well-designed returns portal embedded directly on your website, including a clear returns policy, shows your commitment to customer care. You can also include pre-filled returns slips to simplify the process further and reduce any frustration for your shoppers.

Offering clear return policies upfront, including options like store credit or exchanges, can further enhance trust and loyalty, making it more likely that customers will return.

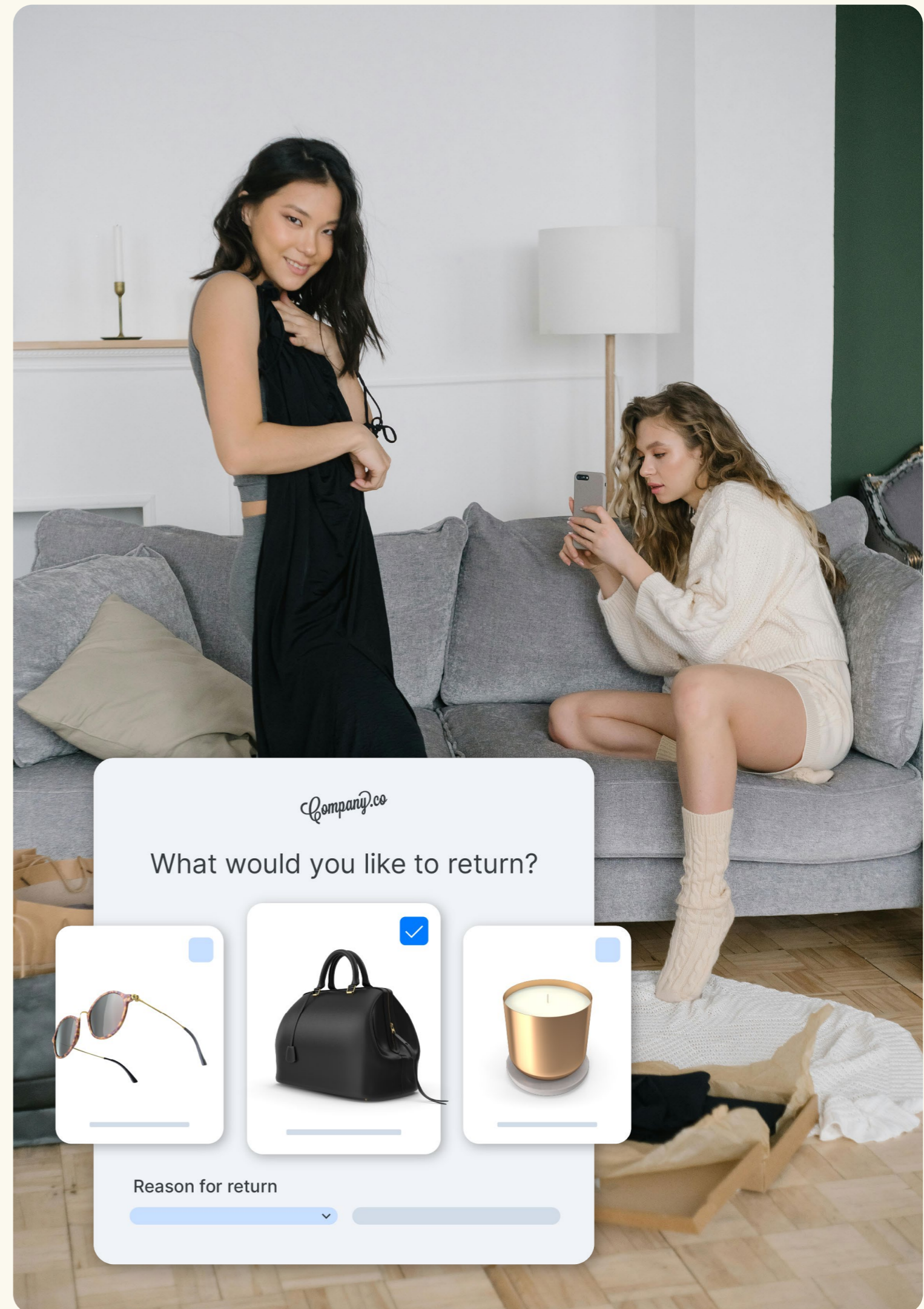
Learn how →



"If we're talking about trust – have we communicated to the business and to the customer what we can actually achieve? It's fantastic to offer express delivery, but if you haven't got the staff and processes in place to hit that target, nobody is going to trust you."

Michael-Lee Boyd, Warehouse Product Manager

indigo8



## Simplifying returns for loyalty

# Navigating international returns

International returns can be tricky – especially if you’re shipping any highly regulated materials, like gold jewellery for example. Use a shipping platform like Starshipit to automatically include clear customs documentation with every order, ensuring complete cross-border compliance. Outline your policies upfront, including any customs fees or restrictions, so customers know exactly what to expect. Lastly, offering order tracking for international returns is a must, allowing customers to follow their parcel’s journey back. Taking these key steps will show your global customers that you’ve considered all the finer details and are committed to providing a top-notch experience.

[Learn how →](#)



“Having a full 360 degree view of the customer when it comes to the purchase process is crucial. Offering flexible options like store credit or easy exchanges makes a huge difference – whether the customer is buying online and returning in-store, or vice versa. Plus, when packaging can be easily repurposed for returns, it really enhances the overall customer experience.”

Andrew Waite, CEO & Founder

**CONVERT**





## Chapter 4

### Fashion retailer success stories

# MESHKI: Simplifying global expansion with automation

When star-studded brand MESHKI began their journey with Starshipit, they were relying on only one courier to ship all their orders. As they expanded into over 150 countries, Starshipit enabled them to use multiple couriers and offer flexible delivery options that matched their customers' expectations.

By choosing a scalable shipping platform from the get-go, they sped up fulfilment and improved reliability, saving thousands of hours and dollars. This commitment to speed and convenience strengthened customer trust, turning MESHKI into a brand shoppers return to time and again.

[Read the full story here →](#)





## Fashion retailer success stories

# RUBY: Speeding up deliveries with in-store fulfilment

RUBY transformed their fulfilment strategy using a ship-from-store approach. By sending orders from the nearest physical store, they significantly reduced delivery times and could offer premium services like on-demand shipping to get orders to customers within just 2 hours.

This strategy maximised their use of in-store inventory while keeping stock levels accurate across locations. The new system not only improved the customer experience, but also built trust and loyalty by offering fast, reliable delivery options – even for those last-minute events! The result was a smoother, more flexible shopping experience for their customers.

[Read the full story here →](#)



## The bottom line

Creating a loyal customer base in fashion eCommerce takes more than just great products – it's about nailing every step of the post-purchase experience. From flexible shipping options at checkout to smooth international delivery, each touchpoint counts. As we've seen, brands like MESHKI and RUBY are turning shipping into a loyalty-driving tool.

Now it's your turn. By refining your shipping strategy, you can turn every delivery into a trust-building moment, keeping customers coming back for more.



# Loyalty x logistics checklist

Ready to get started? Use our checklist below or [get in touch](#) with the Starshipit team to get set up for success.

## Optimise the checkout experience

[Offer flexible shipping options](#)

[Enhance the checkout with live shipping rates](#)

---

## Speed up your fulfilment

[Prepare your warehouse for peak performance](#)

[Engage customers with timely shipping notifications](#)

[Boost retention with branded tracking pages](#)

---

## Simplify your returns process

[Build trust with branded returns pages](#)

[Set up easy international returns](#)



**Starshipit**

Start a 30-day free trial